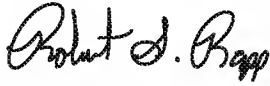


CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being electronically transmitted to the United States Patent and Trademark Office, via EFS-Web, on January 13, 2010.



/Robert S. Rapp/
Attorney for Applicants

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/561,897	Confirmation No.:	3092
Applicants	:	Chris Sheffield et al.		
Title	:	AUCTION SYSTEM		
Filed	:	February 12, 2007		
TC/A.U.	:	3695		
Examiner	:	Ryan D. Donlon		
Docket No.	:	1512.2.160		
Customer No.	:	21552		

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir:

This paper is filed in response to the Office Action of August 13, 2009. Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.